

AFFIRMATIVE FAIR HOUSING MARKETING PLAN

STATEMENT OF POLICY

In accordance with the Regulations of the Home Investment Partnership (HOME) Program, and in furtherance of the Clark County commitment to non-discrimination and equal opportunity in housing, the County establishes procedures to affirmatively market rental and homebuyer projects containing 5 or more HOME-assisted housing units. The procedures are intended to further the objectives of Title VIII of the Civil Rights Act of 1968 and Executive Order 11063.

Clark County believes that individuals of similar economic levels in the same housing market area should have available to them a like range of housing choices regardless of their race, color, religion, sex, familial status, disability or national origin.

Clark County is committed to the goals of affirmative marketing that will be implemented in the HOME Program through the following procedures:

1. COUNTY AFFIRMATIVE MARKETING PROCEDURES

Clark County Department of Community Services CDBG and HOME Program shall inform the public, potential tenants, and owners about this policy and fair housing laws through:

- placement of a public notice in the Columbian or other local newspapers, and dissemination of Fair Housing brochures; and
- providing written information about the Fair Housing Laws to sponsors of public housing projects.

2. HOUSING PROJECT OWNER PROCEDURES

The County will require owners of housing projects with five (5) or more HOME assisted units to use affirmative fair housing marketing practices in soliciting renters or buyers, determining their eligibility, and concluding all transactions. Owners must comply with the following procedures for the duration of the applicable compliance period:

- a) Advertising:
The Equal Opportunity logo or slogan must be used in all ads, brochures, and written communications to owners and potential tenants. Advertising media may include The Columbian (or any other local newspaper), radio, television, housing organizations such as HousingConnections.org (<http://www.housingconnections.org>), brochures, leaflets, or may involve simply a sign in the window.
- b) Fair Housing Poster:
Owners must display the HUD's fair housing poster in rental offices or other appropriate locations.
- c) Special Outreach:
Owners must solicit applications for vacant units from persons in the housing market who are least likely to apply for HOME-assisted housing without the benefit of special outreach efforts. Clark County Department of Community Services CDBG and HOME Program has established the following methods property owners may use in order to reach this objective:

- Positioning of Informational Flyers in Minority Neighborhoods: The targeting specific neighborhoods for the distribution of informational flyers may provide an acceptable level of information dissemination.
 - Use Of Minority-Specific Media: HOME-assisted housing opportunities may be advertised in minority-specific newspapers (i.e. The Skanner, Portland Observer, Hispanic News, The Asian Reporter, etc.).
 - Human Services Council Assistance: Special outreach services will be provided through the Human Services Council Information and Referral Program.
- d) Record Keeping
- Owners must maintain a file containing documentation of all marketing efforts (copies of newspaper ads, memos of phone calls, copies of letters, etc.). These records must be available for inspection by Clark county Department of Community Services CDBG and HOME Program.
 - Owners must maintain a listing of all tenants residing in each unit.

3. ASSESSMENT & CORRECTIVE ACTIONS

- a) Timing of Assessment Activities:
The County shall complete a written assessment of Affirmative Marketing efforts in time to report results in the annual performance report to HUD. This assessment will cover marketing relative to the units first made available for occupancy during the CDBG/HOME Program Year. The assessment will be made for projects with five (5) or more HOME-assisted units.
- b) Basis of Assessment:
Clark County Department of Community Services CDBG and HOME Program will assess the affirmative marketing efforts of the owner by comparing predetermined occupancy goals (based upon the area from which potential tenants will come) with actual occupancy data that the owner is required to maintain. Outreach efforts on the part of the owner will also be evaluated by reviewing marketing efforts. Corrective action will be required of project sponsors if affirmative marketing requirements are not followed. If, after discussing with the owner ways to improve procedures, the owner continues to fail to meet Affirmative Marketing requirements, they will be prohibited from further participation in the HOME Program.